

CLIENT JOURNEY CANVAS

Client journeys are not straight lines. A client can jump from one phase to another depending on many factors. They interact with some touchpoints and miss out others. It is your job, as an entrepreneur, to understand the moments when clients engage so that you can design better experiences for them in the future. This tool helps in looking at your products and services through the lens of the client.

Of course, no client journey is totally complete or made without assumptions. Mapping the client journey is based on the knowledge and insights of your team. This tool simply helps you understand and explore from the client's point of view.

The Client Journey Canvas helps make things real. Through the mapping exercise you can identify where clients get stuck, where they have great experiences, and why.

TOP TIPS

- Remember a customer journeys are not linear and can jump from section to section
- Map the journey based on knowledge and insight from speaking with and knowing your customer.
- Try to explore the journey from the customer's point of view.

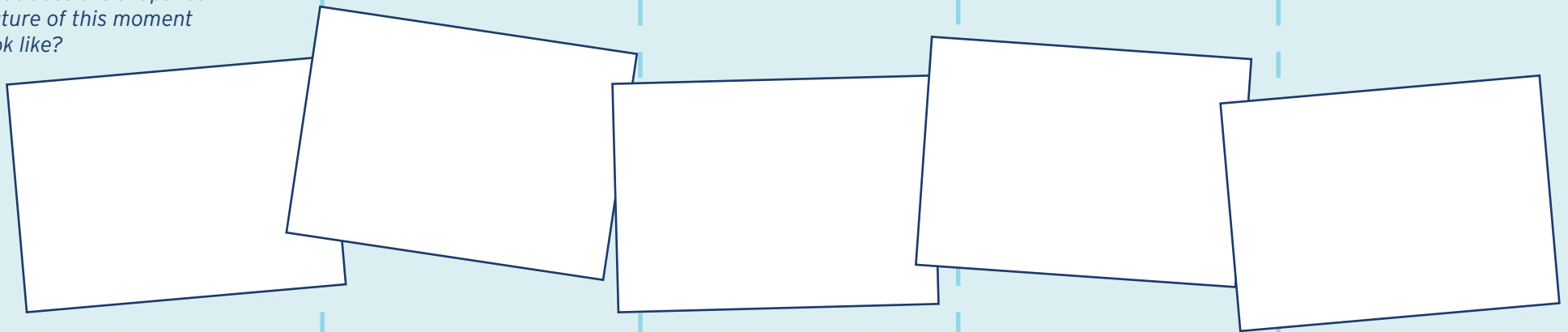
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CLIENT NEEDS

What are the customer's basic needs at this moment?

KEY MOMENT

What does the snapshot picture of this moment look like?



CLIENT SATISFACTION

How satisfied is the customer at this moment?

